

KANSAS TOBACCO USE PREVENTION PROGRAM AD CATALOG

This catalog is designed to provide you an overview of the options (images, words, styles) that KDHE has available to help you create paid and earned media. All of the ads seen here can be tailored for your specific ad placement (i.e., newspaper, poster, billboard, etc.). Please allow at least two weeks prior to your deadline for KDHE to assist you in the development of any new or modified media items.

1 - ONLINE: GENERAL SERIES



2 - ONLINE: READY TO QUIT 1



3 - ONLINE: YOUR YEAR



4 - ONLINE: READY TO QUIT NO IMAGE



5 - ONLINE: WEB COACH



6 - ONLINE: WANT TO QUIT



7 - ONLINE: UNFRIEND TOBACCO NO WORDS



8 - ONLINE: AVERAGE SMOKER SPENDS



9 - ONLINE: UNFRIEND TOBACCO WITH WORDS



10 - ONLINE: WANT TO QUIT SMOKELESS



11 - ONLINE: WRINKLES SERIES



12 - ONLINE: ALL FOUR ONE SERIES



13 - ONLINE: YELLOW TEETH SERIES



14 - ONLINE: ALL FOUR TWO SERIES



15 - PRINT: MONEY POSTER



The average smoker spends about \$150 a month on cigarettes. That's almost \$2,000 a year!

If you're tired of paying the price of smoking, Kansas Tobacco Quitline counselors are ready to help you quit. A counselor will work with you during one-on-one phone calls to create your plan to quit, help you find strategies that work to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

16 - PRINT: BIGSCREEN TV



x 365 =

If an average smoker quit, within just one year they would save enough money to buy a 52" flatscreen HDTV.

Tired of paying the price of smoking? Kansas Tobacco Quitline counselors are ready to work with you to create your plan to quit, help you find strategies to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

17 - PRINT: VIDEO GAME CONSOLE



x 90 =

If an average smoker quit, within just three months they would save enough money to buy a new video game console.

Tired of paying the price of smoking? Kansas Tobacco Quitline counselors are ready to work with you to create your plan to quit, help you find strategies to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

18 - PRINT: SPORTS COMBO PACKAGE



x 30 =

At a pack a day, if the average KU smoker quit, within just one month they would save enough money to buy the KU student All Sports Combo package.

Tired of paying the price of smoking? Kansas Tobacco Quitline counselors are ready to work with you to create your plan to quit, help you find strategies to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

19 - PRINT: VACATION



x 365 =

If an average smoker quit, within just one year they would save enough money to take a family of four on vacation for a week.

Tired of paying the price of smoking? Kansas Tobacco Quitline counselors are ready to work with you to create your plan to quit, help you find strategies to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

20 - PRINT: GAME

Quitting tobacco will improve your game!


KanQuit!

1-800-QUIT-NOW (784-8669)

KANSAS TOBACCO USE PREVENTION PROGRAM

21 - PRINT: MOM & DAUGHTER POSTER

"I HAD ALL THE REASONS TO QUIT, I JUST NEEDED A PLAN."



It's challenging to quit tobacco, but you don't need to do it alone. A Kansas Tobacco Quitline counselor will work with you during one-on-one phone calls to create your plan to quit. We'll help you find strategies that work to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

22 - PRINT: MOM & DAUGHTER TWO

"I HAD ALL THE REASONS TO QUIT, I JUST NEEDED A PLAN."



It's challenging to quit tobacco, but you don't need to do it alone. A Kansas Tobacco Quitline counselor will work with you during one-on-one phone calls to create your plan to quit. We'll help you find strategies that work to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

1-800-QUIT-NOW

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

23 - PRINT: MOM & DAUGHTER (SPANISH)

**"¡QUIERO DEJAR DE FUMAR!
SOLAMENTE NECESITO
AYUDA."**



**Dejémos
de Fumar**
1-800-784-8669
PROGRAMA PARA AYUDAR A DEJAR DE FUMAR
DE TABACOS EN KANSAS

Es difícil dejar de fumar, pero no tiene que hacerlo solo. Un consejero por medio de llamadas telefónicas le ayudará a desarrollar un plan para dejar de fumar. Le ayudaremos a encontrar algunas maneras creadas especialmente para usted. Le daremos apoyo para lograr su meta y dejar de fumar. ¡Llámenos pronto!

1-800-784-8669 **Central Kansas
Foundation**

24 - PRINT: FATHER & SON PLAN

**"I HAD ALL THE REASONS TO QUIT,
I JUST NEEDED A PLAN."**



A Kansas Tobacco Quitline counselor will work with you during one-on-one phone calls to create your plan to quit tobacco use. We'll help you find strategies that work to combat cravings and keep you on track to becoming tobacco free. Call 1-800-QUIT-NOW.

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

25 - PRINT: SIDEKICK



**EVEN SUPERHEROES NEED A
SIDEKICK**

It's challenging to quit tobacco use, but you don't need to do it alone. Call the free Kansas Tobacco Quitline 1-800-QUIT-NOW. A counselor will work with you to create a plan to quit and fight cravings.

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

TobaccoASidekick.indd 1 7/23/09 10:28:11 AM

26 - PRINT: ARCH ENEMY



**FIGHT YOUR
ARCH ENEMY!
NICOTINE**

It's challenging to quit, but you don't need to do it alone. Call the free Kansas Tobacco Quitline 1-800-QUIT-NOW. A counselor will work with you to create a plan to quit and fight cravings. Even superheroes need a sidekick!

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

TobaccoASidekick.indd 1 7/23/09 10:28:41 AM

27 - PRINT: SIDEKICK B/W

Visit or call the FREE Kansas Tobacco Quitline and create a plan to quit tobacco and fight cravings.



**EVEN SUPERHEROES NEED A
SIDEKICK**

For FREE help, visit
KSquit.org
Or call
1-800-QUIT-NOW

A MESSAGE FROM
HEALTHY HARVEY COALITION

KanQuit!

28 - PRINT: NO IFS, ANDS OR BUTTS



**NO IFS, ANDS
OR BUTTS**

It's challenging to quit tobacco use, but you don't need to do it alone. Call the free Kansas Tobacco Quitline 1-800-QUIT-NOW. A counselor will work with you to create a plan to quit and fight cravings. Even superheroes need a sidekick!

1-800-QUIT-NOW
KanQuit!
KANSAS TOBACCO USE PREVENTION PROGRAM

7/23/09 10:28:41 AM

29 - PRINT: SIDEKICK BANNER

KanQuit!
1-800-QUIT-NOW (784-8669)
KSquit.org



**EVEN SUPERHEROES NEED A
SIDEKICK**

30 - PRINT: ARCH ENEMY B/W

**IN 2013 FIGHT YOUR
ARCH ENEMY!
NICOTINE**

For FREE help, call or visit:
1-800-QUIT-NOW
KSquit.org



A MESSAGE FROM
THE WASHINGTON COUNTY
HEALTH DEPARTMENT

31 - PRINT: YOUR YEAR B/W

MAKE 2013 YOUR YEAR TO QUIT



For FREE help, call or visit:
1-800-QUIT-NOW
KSquit.org

A MESSAGE FROM
THE WASHINGTON COUNTY
HEALTH DEPARTMENT

KanQuit!

32 - PRINT: QUIT FOR YOU & THEM



Quit using tobacco
for you and them.

KanQuit!

For FREE help, visit
KSquit.org
Or call
1-800-QUIT-NOW

Osage County
Tobacco Task Force

Not a tobacco user? Please give this
info to a tobacco user you care about.

33 - PRINT: WANT TO QUIT (STATEMENT STUFFER)

Want to quit smoking?

For FREE help call or visit:

1-800-QUIT-NOW
KSquit.org

KanQuit!



ELLIS COUNTY
COMMUNITY PARTNERSHIP

Ellis Statement Stuffer Pack.indd 1

1/16/2012 11:46:55 AM

34 - PRINT: PLAN (STATEMENT STUFFER)

"I HAVE REASONS TO QUIT TOBACCO,
I JUST NEED A PLAN."

For FREE help call or visit:

1-800-QUIT-NOW
KSquit.org



KanQuit!

ELLIS COUNTY
COMMUNITY PARTNERSHIP

Ellis Statement Stuffer Family.indd 1

1/16/2012 11:46:56 AM

35 - PRINT: POSTCARD/MAILER

x 365 =

If an average smoker quit, within just one year they
would save enough money to buy a 52" flatscreen HDTV.

Tired of paying the price of smoking?

Kansas Tobacco Quitline counselors
are ready to help you quit.
No pressure, no hassles,
no judgment – just support
and encouragement.

WHAT TO EXPECT WHEN YOU
EMAIL, LIVE CHAT OR CALL

When you first join online or call the Quitline, a Quit Coach™ will ask for
some basic information about you and your health. At the end of this first
contact you will set up a time to talk to a Quit Coach by email or phone
and you will be mailed materials to help you quit. The Quit Coach will
contact you at the scheduled time and start working with you to create
your plan to quit.

During your first session you'll talk about your reasons for quitting and set
a date to quit. During the next sessions you'll work with your Quit Coach
to find ways to avoid triggers, fight cravings and stay tobacco free.

For FREE help, visit

KSquit.org

or call

1-800-QUIT-NOW

1-800-QUIT-NOW (784-8669)

Not a smoker? Please give this to a smoker you care about.

KanQuit!

Kansas

36 - PRINT: TALK TO YOUR PATIENTS

TALK TO YOUR PATIENTS ABOUT QUITTING TOBACCO

Please talk to your patients about the benefits
of quitting tobacco. You are a trusted
source of information. What you say
matters. If a patient is ready to quit or
thinking about quitting, refer them
to the Kansas Tobacco Quitline, a
free resource that connects tobacco
users to highly trained counselors
by phone or online 24/7. Studies
have found that using a tobacco
quitline can more than
double a person's chances of
successfully quitting tobacco.

Please contact
reachout@ksquit.org
for more information
about the Kansas
Tobacco Quitline
and/or to set up
a referral system
in your office.

For FREE help quitting tobacco, call or visit:
1-800-QUIT-NOW (784-8669)
KSquit.org



Kansas
Tobacco Quitline

37 - PRINT: SHS & PETS

Secondhand smoke is harmful to people *and pets*

For FREE help, visit

KSquit.org

or call

1-800-QUIT-NOW



Not a smoker?
Please give this to a smoker
you care about.



The best way to protect
your pets from secondhand smoke is to quit.
When you're ready to quit, the Kansas Tobacco Quitline
is always ready with FREE help.

KanQuit!

38 - PRINT: SHS & PETS DISPLAY VERSION

Secondhand smoke is harmful to people
and pets

For FREE help, visit
KSquit.org
or call
1-800-QUIT-NOW

Please take one

**SECONDHAND SMOKE
CAN HARM YOUR PETS**

Does that stinky secondhand smoke ever really bother you? It should!
Cats exposed to secondhand smoke are likely to develop
respiratory problems, including asthma. And one study found that
pets exposed to secondhand smoke are more likely to develop
lung cancer than pets that are not.

The best way to protect your pets from
secondhand smoke is to quit.

For FREE help, visit
1-800-QUIT-NOW
KSquit.org

Kansas
Tobacco Quitline

Not a smoker? Please give one to a smoker you care about.

The best way to protect your pets from secondhand
smoke is to quit. When you're ready to quit, the
Kansas Tobacco Quitline is always ready with FREE help.

KanQuit!

Kansas

39 - PRINT: SHS & PETS TEAR-OFF SHEET

SECONDHAND SMOKE CAN HARM YOUR PETS


Dogs that inhale secondhand smoke are more likely to develop nasal cancer than dogs living in smoke-free homes.

Cats exposed to secondhand smoke are twice as likely to develop malignant lymphoma (a deadly form of cancer) than pet cats not exposed to secondhand smoke. (Note: One study showed that the longer people smoked and the more cigarettes they smoked, the higher the risk was for the cats.)

Pets can become very ill and need emergency veterinary care if they eat cigarettes or other tobacco products that have been left out.

The best way to protect your pets from secondhand smoke is to quit.

For FREE help call
1-800-QUIT-NOW
Or visit
KsQuit.org



Kansas
Department of Health
& Environment

40 - PRINT: SCOOPS

The average smoker spends about \$150 a month on cigarettes.

That's almost \$2,000 a year!

With that money you could buy...



912 scoops of [local shop] ice cream.

If you're tired of paying the price of smoking, Kansas Tobacco Quitline counselors are ready to help you quit.

KanQuit!
1-800-QUIT-NOW (784-7669)
KANSAS TOBACCO QUITLINE COUNSELORS ARE READY TO HELP YOU QUIT.

41 - PRINT: BURRITO

The average smoker spends about \$150 a month on cigarettes.

That's almost \$2,000 a year!

With that money you could buy your favorite gigantic gourmet burritos...

Wait for it...



260 times.

KanQuit!
1-800-QUIT-NOW (784-7669)
KANSAS TOBACCO QUITLINE COUNSELORS ARE READY TO HELP YOU QUIT.

42 - PRINT: BOWLING

The average smoker spends about \$150 a month on cigarettes.

That's almost \$2,000 a year!

With that money you and your friends could roll...



730 games at Jaybowl.

If you're tired of paying the price of smoking, Kansas Tobacco Quitline counselors are ready to help you quit.

KanQuit!
1-800-QUIT-NOW (784-7669)
KANSAS TOBACCO QUITLINE COUNSELORS ARE READY TO HELP YOU QUIT.


43 - PRINT: COFFEE

The average smoker spends about \$150 a month on cigarettes.

That's almost \$2,000 a year!

With that money you could buy a cup of fancy pants coffee...

Wait for it...



456 times.

KanQuit!
1-800-QUIT-NOW (784-7669)
KANSAS TOBACCO QUITLINE COUNSELORS ARE READY TO HELP YOU QUIT.

44 - PRINT: WHAT'S IN A CIGARETTE

Formaldehyde belongs in your **Biology Lab**.

Methanol belongs in the antifreeze in **KU buses**.

Acetic Acid belongs in floor wipes to clean up a spill at **the Union**.



All three were in your last cigarette.

If you're ready to quit smoking, Kansas Tobacco Quitline counselors are ready to help you quit.

KanQuit!
1-800-QUIT-NOW (784-7669)
KANSAS TOBACCO QUITLINE COUNSELORS ARE READY TO HELP YOU QUIT.

45 - PRINT: SIDEKICK BANNER



Want to quit smoking?

Call: **1-800-QUIT-NOW**

Or visit: **QuitNow.net/Kansas**

FREE help is just a call or click away.

KanQuit!

JOHNSON COUNTY
Department of
Health & Environment

46 - PRINT: ARCH ENEMY B/W



Want to quit smokeless tobacco?

Call: **1-800-QUIT-NOW**

Or visit: **QuitNow.net/Kansas**

FREE help is just a call or click away.

KanQuit!

JOHNSON COUNTY
Department of
Health & Environment

47 - PRINT: PRICE FLYER

Tired of paying the price of smoking?



The average smoker spends about \$150 a month on cigarettes. That's almost \$2,000 a year.

For FREE help, visit
KSquit.org
Or call
1-800-QUIT-NOW





48 - PRINT: WANT TO QUIT FLYER



WANT TO QUIT SMOKING?

For FREE help, visit
KSquit.org
Or call
1-800-QUIT-NOW




49 - PRINT: UNFRIEND TOBACCO FLYER



WHEN YOU'RE READY TO UNFRIEND TOBACCO

KanQuit.org
can help.

Or call **1-800-QUIT-NOW**




50 - PRINT: SUPERHERO BANNER

FIGHT YOUR ARCH ENEMY! NICOTINE

For FREE help call or visit the Kansas Tobacco Quitline:
1-800-QUIT-NOW (784-8669)
KSquit.org

For more information contact the Washington County Health Department (785) 325-2600



51 - PRINT: GASO FLYER

GREAT AMERICAN SMOKEOUT
November 15, 2012

What is the Great American Smokeout?

Every year, on the third Thursday of November, smokers across the nation take part in the American Cancer Society Great American Smokeout. They may use the date to make a plan to quit, or share in someone else's quit journey. But the "No Plan" Smokeout is a tradition. November 15, 2012. Stop your first habit once to become someone free. Be more visible and let them know the dangers and health risks of tobacco use. For more information about Great American Smokeout, visit www.greatamerican-smokeout.org/

Tobacco facts

- More than 2,800 different chemicals have been found in tobacco and tobacco smoke. Among these are more than 60 chemicals known to cause cancer (carcinogens).
- Cigarette smoking accounts for at least 35% of all cancer deaths.

The benefits of quitting

- Save money! At \$5 a pack a daily smoker spends around \$1,825 a year on cigarettes.
- 20 minutes after quitting your heart rate and blood pressure drop.
- 2 weeks to 3 months after quitting your circulation improves and your lung function increases.
- 1 year after quitting the serious risk of coronary heart disease is half that of a continuing smoker's.
- 10 years after quitting the risk of dying from lung cancer is about half that of a person who's still smoking.

Source: American Cancer Society (www.cancer.org)




52 - PRINT: A PLAN FAMILY BANNER

"I HAVE REASONS TO QUIT TOBACCO, I JUST NEED A PLAN."

For FREE help call or visit:
1-800-QUIT-NOW (784-8669)
KSquit.org

For more information contact the Washington County Health Department (785) 325-2600



53 - PRINT: READY TO QUIT PACK BANNER



When you're ready to quit tobacco we can help.

For FREE help call or visit the Kansas Tobacco Quitline:
1-800-QUIT-NOW (784-8669)
KSquit.org

For more information contact the Washington County Health Department (785) 325-2600

54 - PRINT: READY TO QUIT MONEY BANNER



The average smoker spends about \$150 a month on cigarettes. That's almost \$2,000 a year!

Ready to quit?

For FREE help call or visit the Kansas Tobacco Quitline:
1-800-QUIT-NOW (784-8669)
KSquit.org

For more information contact the Washington County Health Department (785) 325-2600

55 - OUTDOOR: WANT TO QUIT ONE

Want to quit smoking?
Call 1-800-QUIT-NOW
 7 days a week, 24 hours a day



KanQuit!
 1-800-QUIT-NOW (784-8669)
 KANSAS TOBACCO USE PREVENTION PROGRAM

Healthy Families Coalition

56 - OUTDOOR: PRICE ONE

Tired of paying the price of smoking?
Call 1-800-QUIT-NOW
 Or visit QuitNow.net/Kansas



Ellis County
 Community Partnership

KanQuit!
 1-800-QUIT-NOW (784-8669)
 KANSAS TOBACCO USE PREVENTION PROGRAM

57 - OUTDOOR: ARCH ENEMY BUS WRAP

**FIGHT YOUR
 ARCH ENEMY!
 NICOTINE**

KanQuit!
 1-800-QUIT-NOW (784-8669)
 KANSAS TOBACCO USE PREVENTION PROGRAM

We'll help you to create a plan to quit and fight cravings.
 Call the free Kansas Tobacco Quitline
1-800-QUIT-NOW



58 - OUTDOOR: YOU & THEM ONE

**Quit smoking for
 you and them.**

Get FREE help:
1-800-QUIT-NOW
KSquit.org



Kansas
 Department of Health
 and Environment

59 - OUTDOOR: PLAN ONE

**I have reasons to quit tobacco.
 I just need a plan.**

Get FREE help:
1-800-QUIT-NOW
KSquit.org



Kansas
 Department of Health
 and Environment

60 - OUTDOOR: PLAN TWO

**I have reasons to quit tobacco.
 I just need a plan.**

Get FREE help:
1-800-QUIT-NOW
KSquit.org



Kansas
 Department of Health
 and Environment

61 - OUTDOOR: PLAN THREE

**I have reasons to quit tobacco.
 I just need a plan.**

Get FREE help:
1-800-QUIT-NOW
KSquit.org



Kansas
 Department of Health
 and Environment

62 - OUTDOOR: YOU & HER ONE

Quit smoking for you and her.

Get FREE help:
1-800-QUIT-NOW
KSquit.org



Kansas
 Department of Health
 and Environment

63 - OUTDOOR: PLAN FOUR

"I HAVE MY REASONS TO QUIT TOBACCO,
I JUST NEED **A PLAN.**"

1-800-QUIT-NOW

 **KanQuit!**
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

64 - OUTDOOR: YOU & HER

Quit smoking for you and her.

Get FREE help:

1-800-QUIT-NOW
KSquit.org



65 - OUTDOOR: YOU & THEM TWO

Quit smoking for you and them.

Get FREE help: **KSquit.org**
1-800-QUIT-NOW



66 - OUTDOOR: PLAN FIVE

OSAGE COUNTY
TOBACCO TASK

KanQuit!

"I HAVE REASONS TO QUIT TOBACCO,
I JUST NEED **A PLAN.**"

Get FREE help: **KSquit.org**
1-800-QUIT-NOW

67 - OUTDOOR: YOU & THEM THREE

**Quit smoking for
you and them.**

Get FREE help:
1-800-QUIT-NOW
KSquit.org



68 - OUTDOOR: PRICE TWO



Tired of paying the price of smoking?

Get FREE help: **KSquit.org**
1-800-QUIT-NOW



69 - OUTDOOR: PRICE THREE



Tired of paying the price of smoking?

Get FREE help: **KSquit.org**
1-800-QUIT-NOW

